

CONTRACT



WHNS-TV
Meredith Corporation
 Fed ID 42-0410230
 21 Interstate Court
 Greenville, SC 29615
 (864)288-2100

www.foxcarolina.com

And:

Innovative Advertising LLC
 4250 Highway 22 Suite 7
 Manderville, LA 70471
 USA

Contract / Revision 497682 /		Alt Order #
Product SC Senate		
Contract Dates 10/08/12 - 10/21/12		Estimate # 995
Advertiser Jim Davis SD50		Original Date / Revision 10/09/12 / 10/09/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WHNS	Account Executive Sales Local	Sales Office Local-WHNS
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WHNS	10/08/12	10/21/12	M-F 10-11a	M-F 10-11a		:30			NM	6	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	MTWTF--				5	\$25.00			
		Week: 10/15/12	10/21/12	MTWTF--				1	\$25.00			
2	WHNS	10/08/12	10/14/12	Monday 8-9p	Mon 8-9p		:30			NM	1	\$940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	M-----				1	\$940.00			
3	WHNS	10/08/12	10/14/12	Wed 8-10p	Wed 8-10p		:30			NM	2	\$2,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	--W----				2	\$1,235.00			
4	WHNS	10/08/12	10/14/12	Fox News Sunday	Su 11-12p		:30			NM	2	\$190.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	-----S				2	\$95.00			
N 5	WHNS	10/11/12	10/11/12	X-Factor	Thu 8-9p		:30			NM	1	\$1,540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	---T---				1	\$1,540.00			
N 6	WHNS	10/14/12	10/14/12	Non Panthers late	358-730p		:30			NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	-----S				2	\$2,000.00			
N 7	WHNS	10/14/12	10/14/12	NFL Pre-Game Show	12-430p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	-----S				1	\$450.00			
N 8	WHNS	10/15/12	10/15/12	BB League Championships	M-Su 4-11p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	M-----				1	\$550.00			
N 9	WHNS	10/17/12	10/18/12	Pre or Post Game	M-Su 4-11p		:30			NM	2	\$430.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	--11---				2	\$215.00			
Totals											18	\$10,720.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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497682 /	

Contract Dates	Product	Estimate #
10/08/12 - 10/21/12	SC Senate	995

Advertiser	Original Date / Revision
Jim Davis SD50	10/09/12 / 10/09/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/19/12	18	\$10,720.00	\$9,112.00
Totals	18	\$10,720.00	\$9,112.00

Signature: _____ Date: _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WHNS-TV

Date:

10/8/12

I, HEIDI GUERRA,

being/on behalf of: JIM DAVIS, a legally

qualified candidate of the REPUBLICAN political

party for the office of: STATE SENATE

in the GENERAL

election to be held on: 11/6/12

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE	ATTACHED		

Total Charges: \$10,170 GROSS

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

DAVIS FOR NC SENATE

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

DON SWANSON

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/8/12

Date

HEIDI GUERRA

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title